Ameren Illinois Electric 2012 Community Outreach

Proviously Provided Information														December 1: CDI/ 4:00									
Previously Provided Information														Response to SRK 1.02									
Line # Recipient	Elec.	Gas c	Total d	Date e	Loc.	Description Sponsorship		Message Descrip- tion		Booth k	Tan- gible Bene- fits (Tic kets / Meals)	Ben- efits-	Vouch.		wed	1) Explain why expense is neces- sary for delivery service;	2) Identify rate- payer benefits;	very of expense from rate	expense qualifies as adver-	adver- tising cate-	Identify	7) Identify tar- geted aud- ience;	8) Identify means or method in which message was con- veyed.
	-		-			3		•	,		•				P	-	•			-	•		
Arcola Chamber of 2 Commerce	150	100	250			Out-										non- 501c3							
Arcola Broom 3 Corn Festival	150	100	250	Sept	. Arcola	reach,	Public Welfare	other	Signage			0	1622989		150	contri- bution	Public Welfare	Section 9 227 PUA		n/a	n/a	n/a	n/a
Crawford 4 County Fair	60	40	100																				
5 Ad Booklet	60	40	100	July	Oblong	Ad in booklet	Educa- tional	Energy Efficiency	Booklet			0	1564924	12	0								
Greater Centralia 6 Chamber	1.500	1,000	2.500																				
• • • • • • • • • • • • • • • • • • • •	1,000	.,	_,			Ad in																	
Balloon Fest 7 Sponsership	1,500	1,000	2,500	Aug.	Cen- tralia	booklet, webpage listing	Educa- tional	Energy Efficiency	Booklet			0	1543748	12	0								
Heart of		0.000	5 000																				
8 Illinois Fair	3,000	2,000	5,000													non-							
Sponsership Family Fun 9 Zone	3,000	2,000	5,000	July	Peoria	Facility / Activity	Public Welfare	Other	Signage	Event	500	300	1616383		3000	501c3 contri- bution	Public Welfare	Section 9 227 PUA		n/a	n/a	n/a	n/a
Herrin-Festa 10 Italiana Herrin-Festin	1,500	1,000	2,500			Ad in	Educa	Enorgy	Pooklet														
Italiana 11 Sponsership	1,500	1,000	2,500	May	Herrin	news- paper	Educa- tional	Energy Efficiency	Booklet, signage	Booth		0	1543824	22	0								

Line #	Recipient	Elec.	Gas c	Total d	Date e	≥ Loc.	Description Sponsorship		Message Descrip- tion	Ad Channel		Tan- gible Bene- fits (Tic kets / Meals)	efits-	Vouch.		wed	1) Explain why expense is neces- sary for delivery service;	2) Identify rate- payer benefits;	3) Provide rationale for reco- very of expense from rate payers;	how expense qualifies as adver-	adver- tising cate-	6) Identify specific advertising message;	7) Identify tar- geted aud- ience;	8) Identify means or method in which message was con- veyed.
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1:	Pinckne-Ville 2 Chamber	600	400	1,000													non-							
	Mardi-Gras					Pinck-	Web	Public									501c3 contri-	Public	Section 9)_				
1:	3 Sponsership Sangamon	600	400	1,000	Oct.			Welfare	Other	Signage			(1657506	6	600	bution	Welfare			n/a	n/a	n/a	n/a
1.	4 County Fair	1,080	720	1,800																				
	5 Sponserships	1,080	720	,	June	New e Berlin	Facility / Activity	Public Welfare, Educa- tional	Energy Efficiency	Signage, bro- chures, net- working	Event			1568694	1	1080	non- 501c3 contri- bution	Public Welfare	Section 9 227 PUA		n/a	n/a	n/a	n/a
1	6 Seniorama	600	400	1,000																				
1	Seniorama 7 Sponsership Washington	600	400	1,000	May	Deca- tur	Ad in booklet, Outreach	Public Welfare	Energy Efficiency	Booklet, Signage	Booth		(1564910) 23	0								
1	8 Chamber	350	250	600																				
	Cherrry 9 Festival Illinois Municipal	350	250		May	Wash- -J ington	Out- reach, webpage	Public Welfare	Other	Signage			(1567394	1	350	non- 501c3 contri- bution	Public Welfare	Section 9 227 PUA		n/a	n/a	n/a	n/a
2	0 Leage	3,000	2,000	5,000																				

Line #	Recipient	Elec.	Gas		Date		Descrip- tion Sponsor- ship	ee Benefit	Message Descrip- tion	Ad Channel		Bene- fits (Tic kets /	efits- Electric	Vouch.	Ex. #	wed Elec.	1) Explain why expense is neces- sary for delivery service;	2) Identify rate- payer benefits;	from rate payers;	expense qualifies as adver- tising expense;	adver- tising cate- gory;	Identify specific adver- tising mess- age;	7) Identify tar- geted aud- ience;	8) Identify means or method in which message was con- veyed.
1	а	b	С	d	е	f	g	h	i	j	k	ļ	m	n	0	р	q	r Munici-	S	t	u	V	W	X
																		palities under- stand process so that commu- nications and options to		Informs group about electric choice		Explore the possi bilities. Learn about your	-	
	Summer Board Meeting					Spring-	Outreach	Educa-	Aggre-		Table Dis-						Educa- tional infor	ratepaye	Adver-	and aggregati		electric supply	Mun- icipal	Brochures, coworker
21	Sponsership Lincoln Logan	3,000	2,000	5,000	June			tional	gation	Signage	play		(1580684	1	0		clear	tising	on	F, I	options.	leaders	
	County	600	400	1,000																				
	Lincoln Art and Balloon Festival	600	400	1,000	Aug.	Lincoln	Webpage listing		Energy Efficiency	Signage			C	1640159)	600	non- 501c3 contr- ibution	Public Welfare	Section 9 227 PUA	-	n/a	n/a	n/a	n/a
	Murhphys- Boro Apple Festivaal	600	400	1,000																				
27	. 30111441	300	.00	.,500													non- 501c3							
	Apple Festival Cash Vouchers	600		600	Sept.	Murphy sboro	Outreach	Public Welfare	Other	Signage			(1657496	6	600	contr- ibution	Public Welfare	Section 9 227 PUA	-	n/a	n/a	n/a	n/a
27	Issued	13,040	400	400					Total ⁻	Γangible Βι	enefits E	Electric	\$ 300	Staff Adj	ust.	\$ 6,380	Staff's tota		rance inclu sponsorsh				ed	